




□□□	
2010.10.17 – 10.19	
<p>17th ASEM Business School Conference Shanghai, China</p> <p>Parallel session 1: Reorganizing the governance, structure, and missions of business schools</p> <p style="text-align: center;"><b><i>Strategic Moves in Business Education</i></b></p> <p>Emerson de Almeida <i>FDC Dean</i></p>	
 ANTAI COLLEGE OF ECONOMICS & MANAGEMENT Shanghai Jiao Tong University	 FUNDAÇÃO DOM CABRAL <b>FDC</b> FUNDACIÓN DOM CABRAL




**Visited Schools** □ □ □


---

- AIM – Advanced Institute of Management Research
- Allianz Management Institute
- Ashridge Business School
- Babson College
- Cheung Kong Graduate School Of Business – CKGSB
- Columbia Business School
- Darden School of Business
- Duke CE
- Escola de Gestão do Porto
- Nova Forum – Universidade Nova de Lisboa
- ESMT – European School of Management and Technology
- Fudan University
- Groupe HEC
- Harvard Business School
- Indian School of Business – ISB
- INSEAD
- Instituto de Empresa – IE
- Judge Business School at University of Cambridge
- Kellogg School of Management
- Moscow School of Management – Skolkovo
- Oxford Saïd Business School
- Sauder School of Business - UBC
- Stockholm School of Economics
- Tsinghua SEM – School Of Economics and Management
- The Fuqua School of Business





**AACSB**  
ACCREDITED COLLEGE OF BUSINESS ADMINISTRATION  
Shanghai Jiao Tong University



**FDC**  
FEDERATION OF DISTANCE EDUCATION COLLEGES  
CHINA

□ □ □

“In the past, it was companies that sought out schools. Nowadays, schools compete among themselves to do business with companies.”

Robert F. Bruner  
Dean – Darden School of Business






**AACSB**  
ACCREDITED COLLEGE OF BUSINESS ADMINISTRATION  
Shanghai Jiao Tong University




**FDC**  
FEDERATION OF DISTANCE EDUCATION COLLEGES  
CHINA


## The Business School Scenario □ □ □

- A highly-competitive market;
- The MBA acronym becomes trivial;
- A lack of faculty/financial resources;
- The increased demand for custom programs and a flexible/shorter MBA;
- Adoption of strategies from the business world;
- New schools set up by businesspeople,
- A quest for internationalization: China.






**ACMBA**  
ASSOCIATION OF COLLEGES OF BUSINESS ADMINISTRATION  
Shanghai Jiao Tong University




**FDC**  
FINANCIAL TIMES ACCREDITED


## Rankings and Accreditations □ □ □




**FT**  
FINANCIAL  
TIMES




**The  
Economist**




**THE ASPEN INSTITUTE**




**EFMD  
EQUIS  
ACCREDITED**




**BusinessWeek**




**AACSB  
INTERNATIONAL**




**Accredited by  
Association  
of MBAs**






**ACMBA**  
ASSOCIATION OF COLLEGES OF BUSINESS ADMINISTRATION  
Shanghai Jiao Tong University




**FDC**  
FINANCIAL TIMES ACCREDITED


□ □ □


Spin-offs  
Mergers  
**Alliances**  
Acquisitions

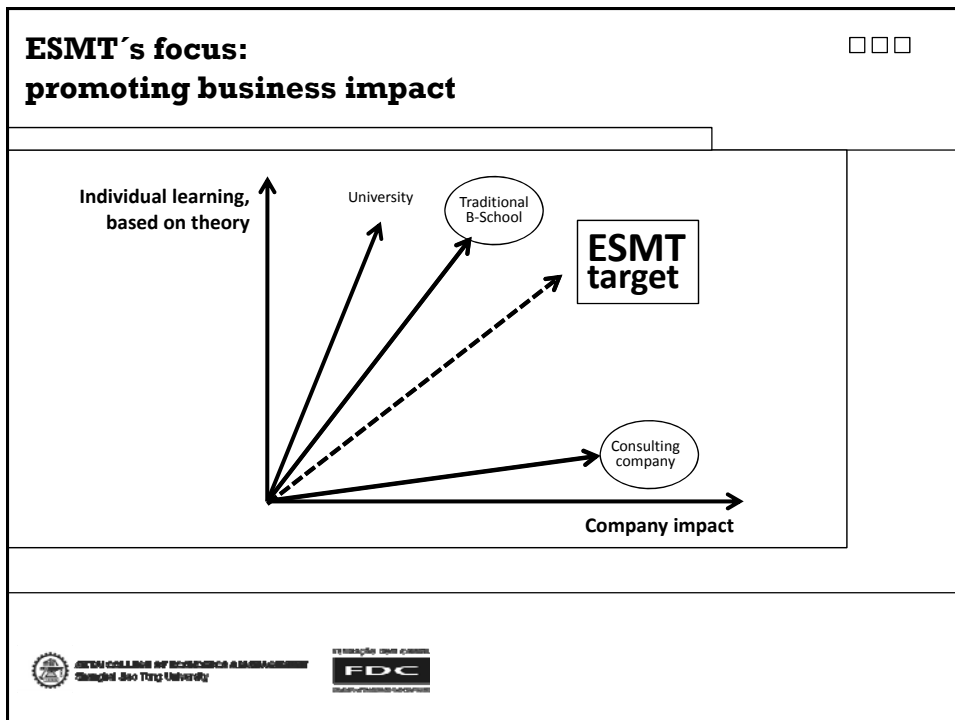
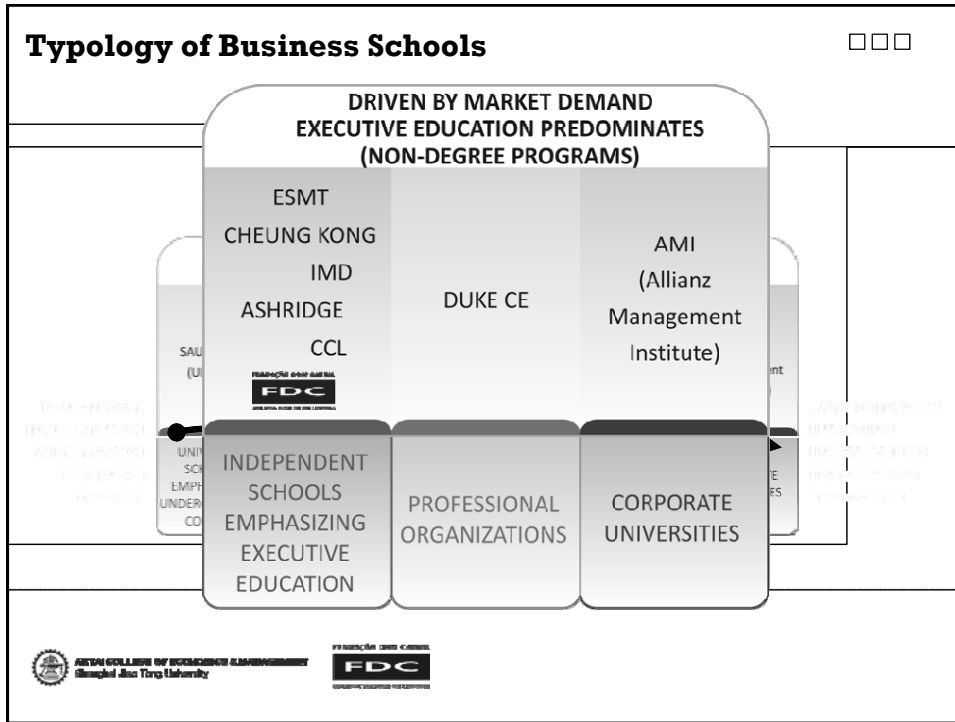
 ANTAI COLLEGE OF ECONOMICS & MANAGEMENT  
Shanghai Jiao Tong University

 FDC

**New Generation of Schools** □ □ □

 ANTAI COLLEGE OF ECONOMICS & MANAGEMENT  
Shanghai Jiao Tong University

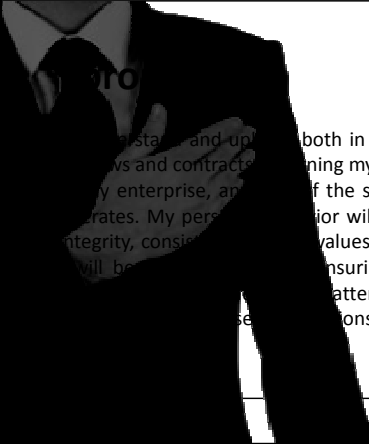
 FDC






## Professional MBA Oath

□ □ □







...stand and uphold both in letter and in spirit,  
...laws and contracts, and in my own conduct, that  
...enterprise, and of the societies in which it  
...operates. My personal behavior will be an example of  
...integrity, consistency, and values I publicly espouse.  
...will be committed to ensuring the integrity of  
...attention the actions of  
...of this shared



**ANTAI COLLEGE OF BUSINESS ADMINISTRATION**  
Shanghai Jiao Tong University

**FDC**  
FACULTY DEVELOPMENT CENTER

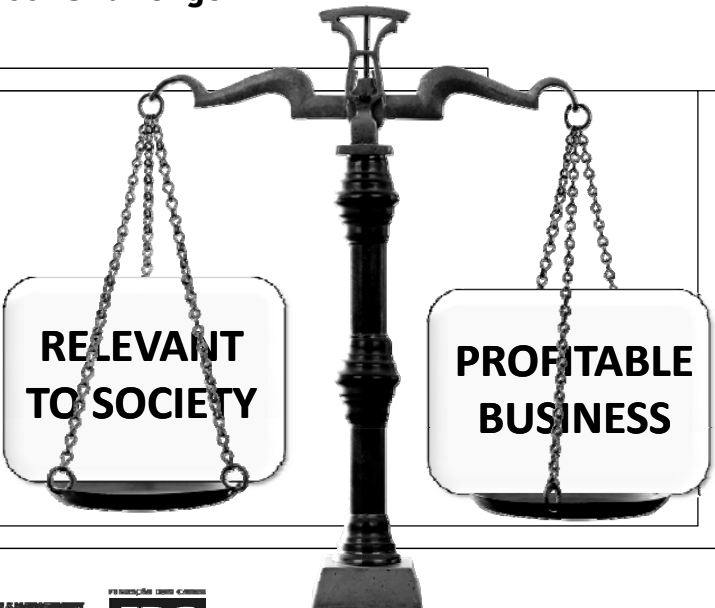
□ □ □




**ANTAI COLLEGE OF BUSINESS ADMINISTRATION**  
Shanghai Jiao Tong University


**FDC**  
FACULTY DEVELOPMENT CENTER

**Business School Challenge** □ □ □



**RELEVANT TO SOCIETY** **PROFITABLE BUSINESS**

 **ANTAI COLLEGE OF ECONOMICS & MANAGEMENT**  
Shanghai Jiao Tong University

 **FDC**  
FUNDACIÓN DE INVESTIGACIÓN Y DESARROLLO

□ □ □


2010.10.17 – 10.19


**Strategic Moves in Business Education**

**Parallel session 1: Reorganizing the governance, structure, and missions of business schools**

***Strategic Moves in Business Education***

THANK YOU

 **ANTAI COLLEGE OF ECONOMICS & MANAGEMENT**  
Shanghai Jiao Tong University

 **FDC**  
FUNDACIÓN DE INVESTIGACIÓN Y DESARROLLO